



U.S. Army 2005 MWR Leisure Needs Survey Results

**Fort Stewart
Georgia**

BRIEFING OUTLINE

Fort Stewart

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Fort Stewart

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Fort Stewart

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 4,556 surveys were distributed at Fort Stewart



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Stewart:					
Active Duty	500	1,258	314	24.96 %	±3.37%
Spouses of Active Duty	7,123	1,463	160	10.94 %	±7.66%
Civilian Employees	1,690	700	126	18.00 %	±8.40%
Retirees	3,903	1,135	227	20.00 %	±6.31%
Total	13,216	4,556	827	18.15 %	±3.30%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

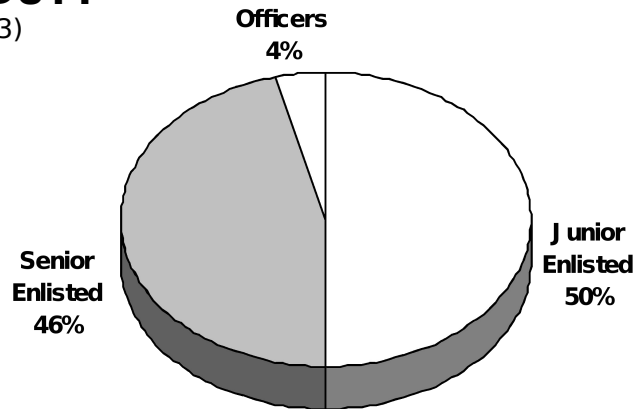
PATRON SAMPLE*

Fort Stewart

RESPONDENT POPULATION SEGMENTS

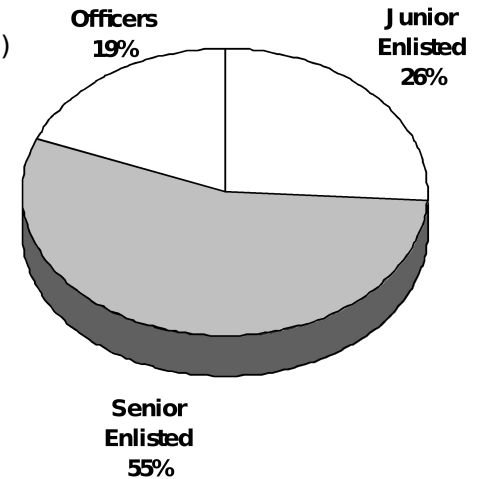
ACTIVE DUTY

(n = 293)



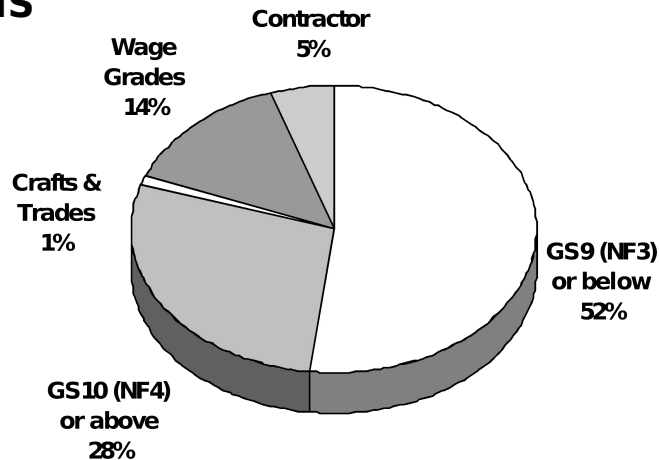
SPOUSES OF ACTIVE DUTY

(n = 137)



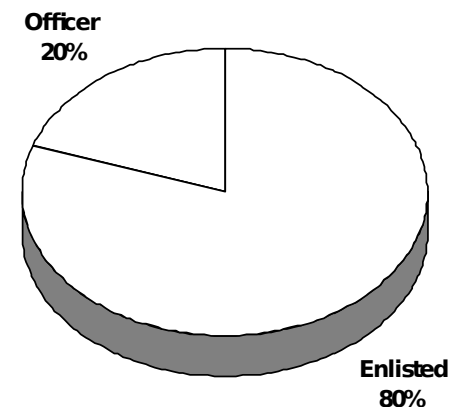
CIVILIANS

(n = 119)



RETIREEES

(n = 169)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Fort Stewart

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FT. STEWART

Fort Stewart

MOST FREQUENTLY USED FACILITIES

Library	42%
Fitness Center/Gymnasium	36%
Bowling Food & Beverage	32%
Bowling Center	32%
Post Picnic Area	21%

LEAST FREQUENTLY USED FACILITIES

Marinas	2%
BOSS	2%
School Age Services	6%
Cabins & Campgrounds	6%
Multipurpose Sports/Tennis Courts	7%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FT. STEWART*

Fort Stewart

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

School Age Services	4.39
Library	4.32
Recreation/Community Activity Ctr.	4.20
ITR - Commercial Travel Agency	4.18
Fitness Center/Gymnasium	4.17

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Multipurpose Sports/Tennis Courts	3.69
BOSS	3.69
Swimming Pool	3.73
Cabins & Campgrounds	3.77
Bowling Pro Shop	3.88

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FT. STEWART*

Fort Stewart

FACILITIES WITH HIGHEST QUALITY RATINGS*

Recreation/Community Activity Ctr.	
4.09	
ITR - Commercial Travel Agency	4.06
School Age Services	4.04
Library	4.04
Youth Center	4.02

FACILITIES WITH LOWEST QUALITY RATINGS*

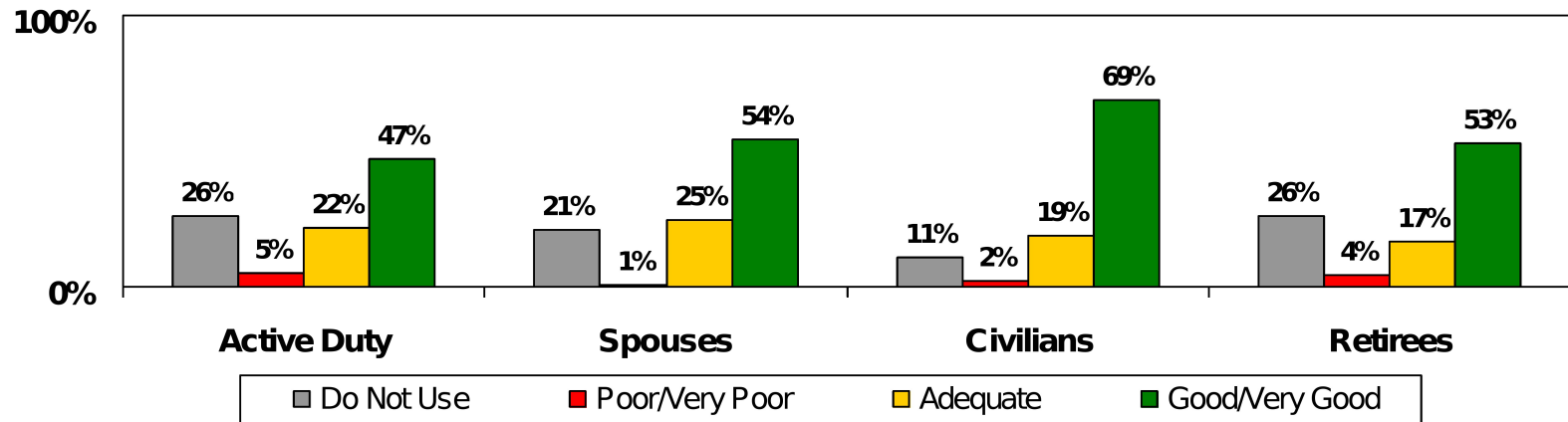
Swimming Pool	3.51
Multipurpose Sports/Tennis Courts	3.57
Post Picnic Area	3.65
Cabins & Campgrounds	3.65
Bowling Center	3.69

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

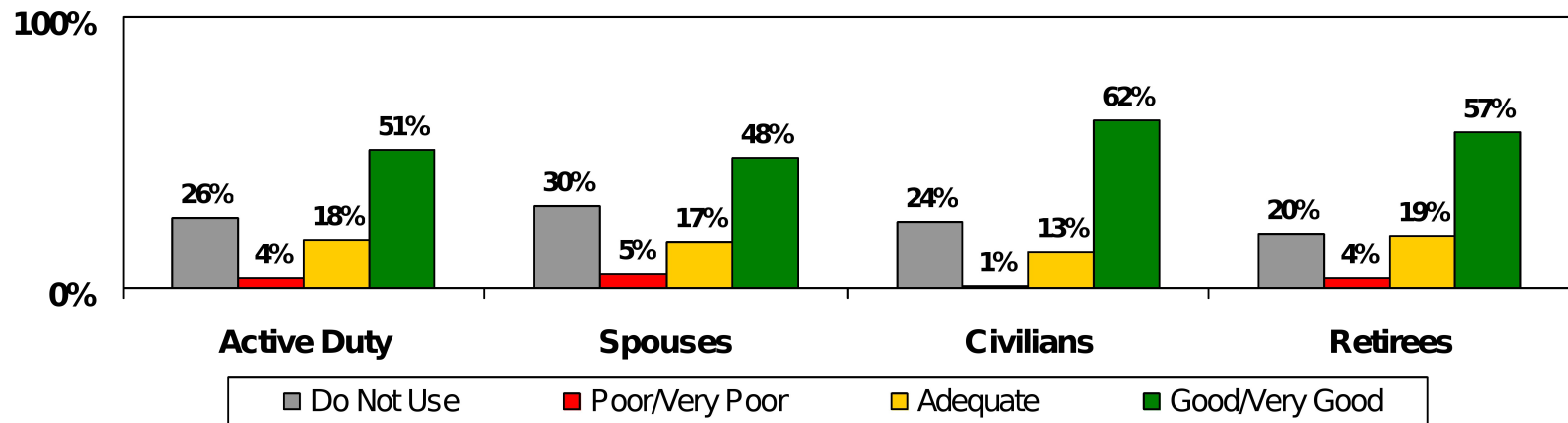
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Stewart

Quality of On-Post Services



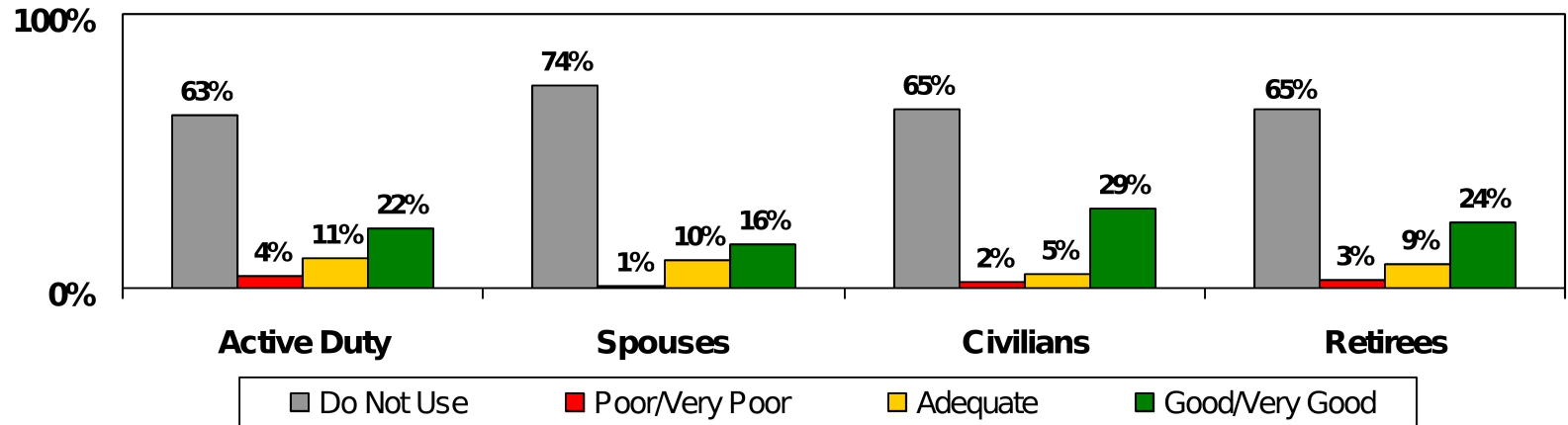
Quality of Off-Post Services



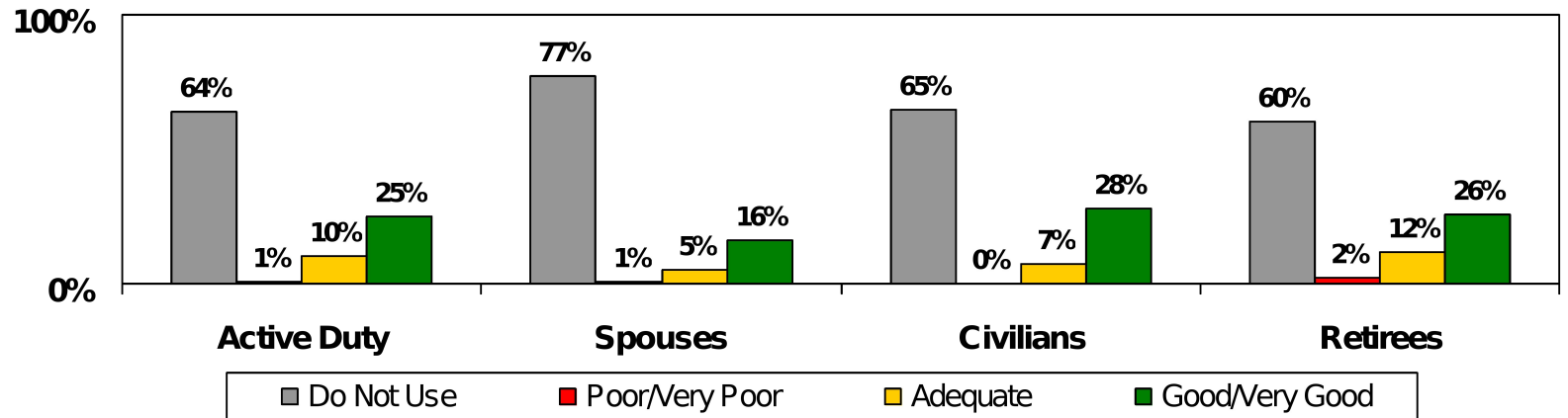
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



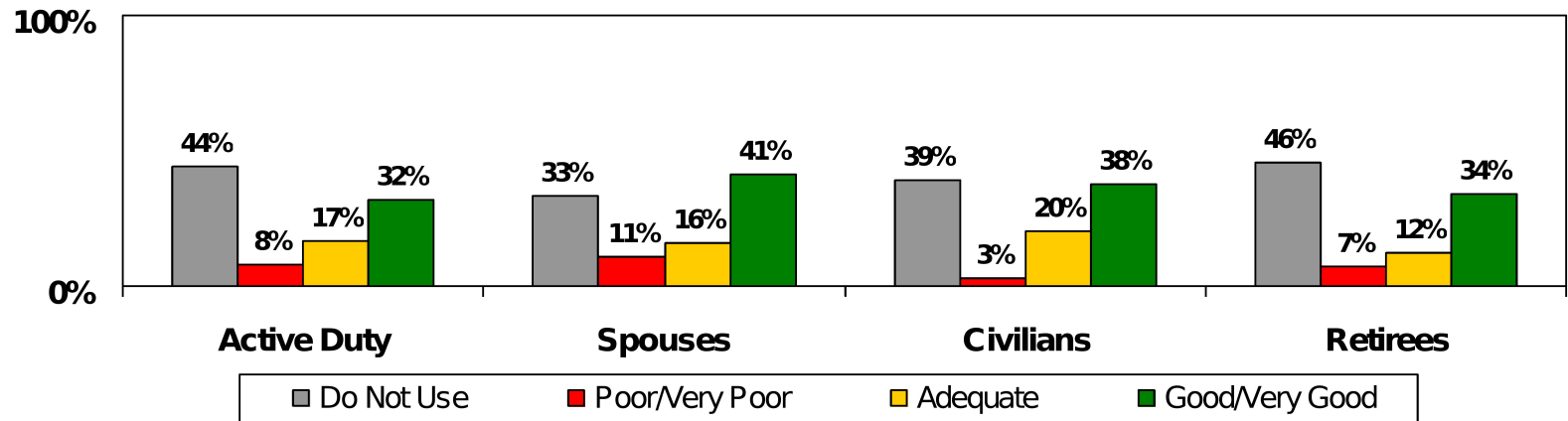
Quality of Off-Post Services



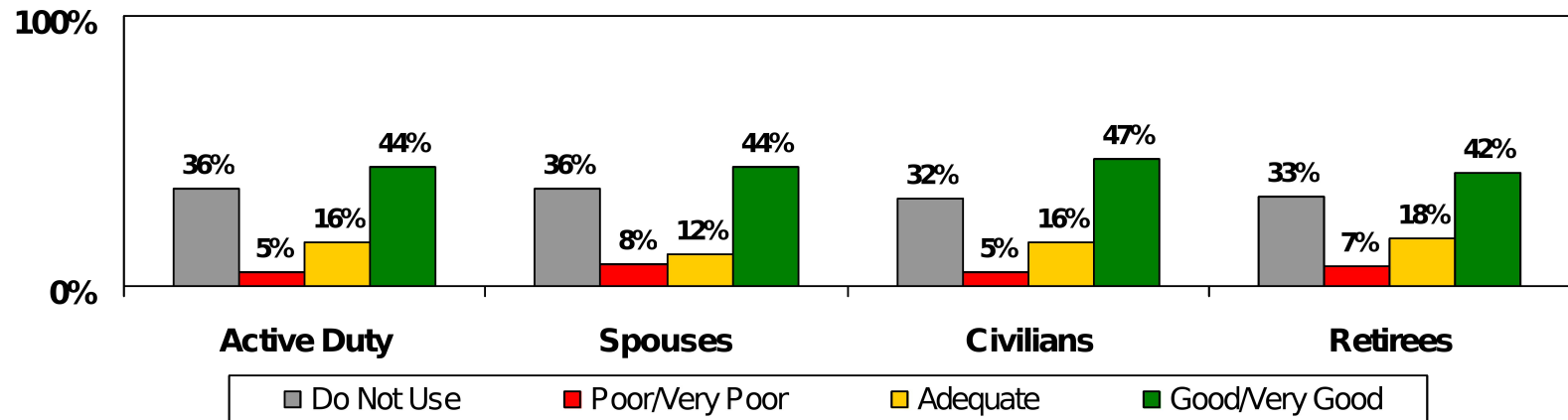
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Stewart

Quality of On-Post Services

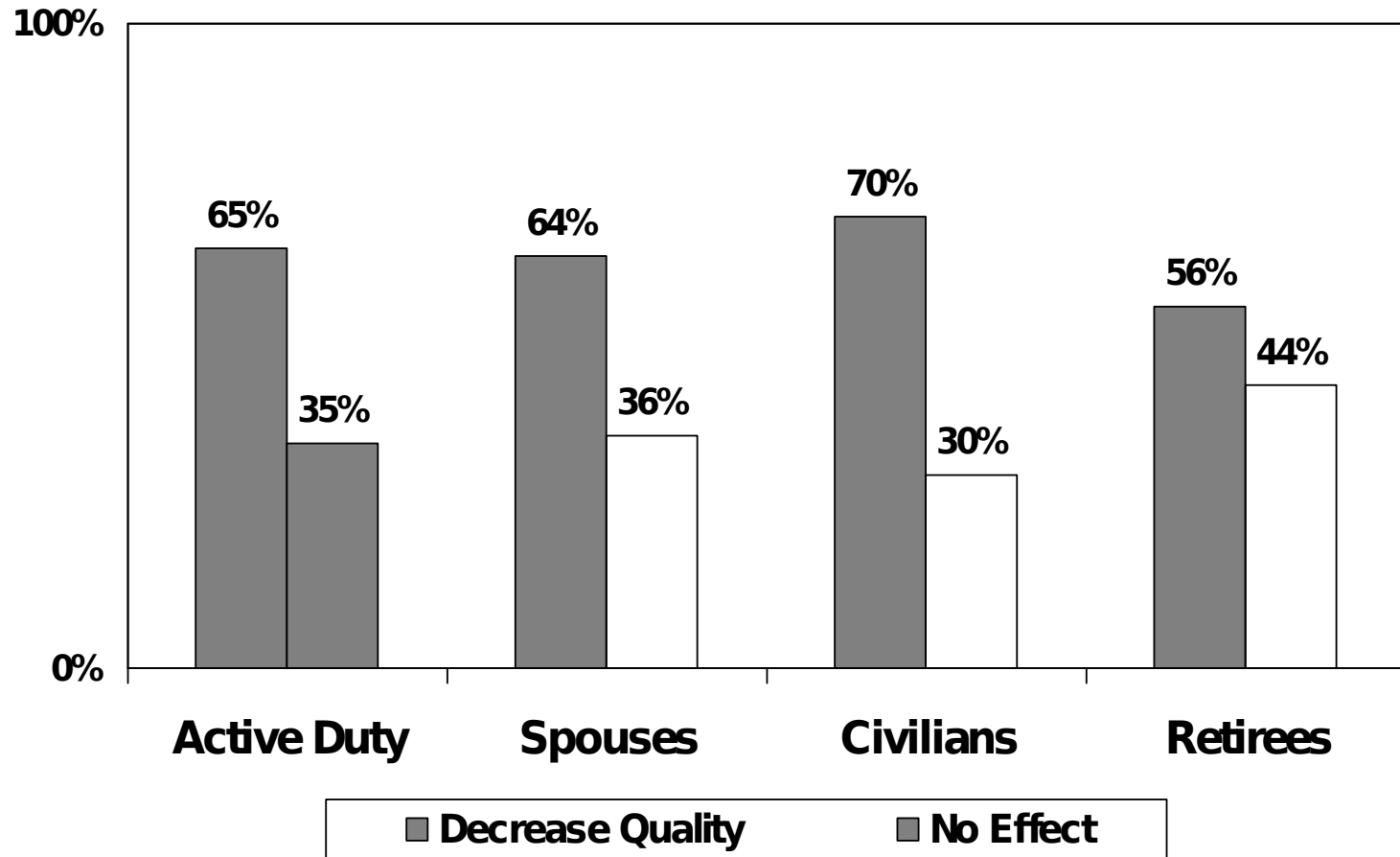


Quality of Off-Post Services



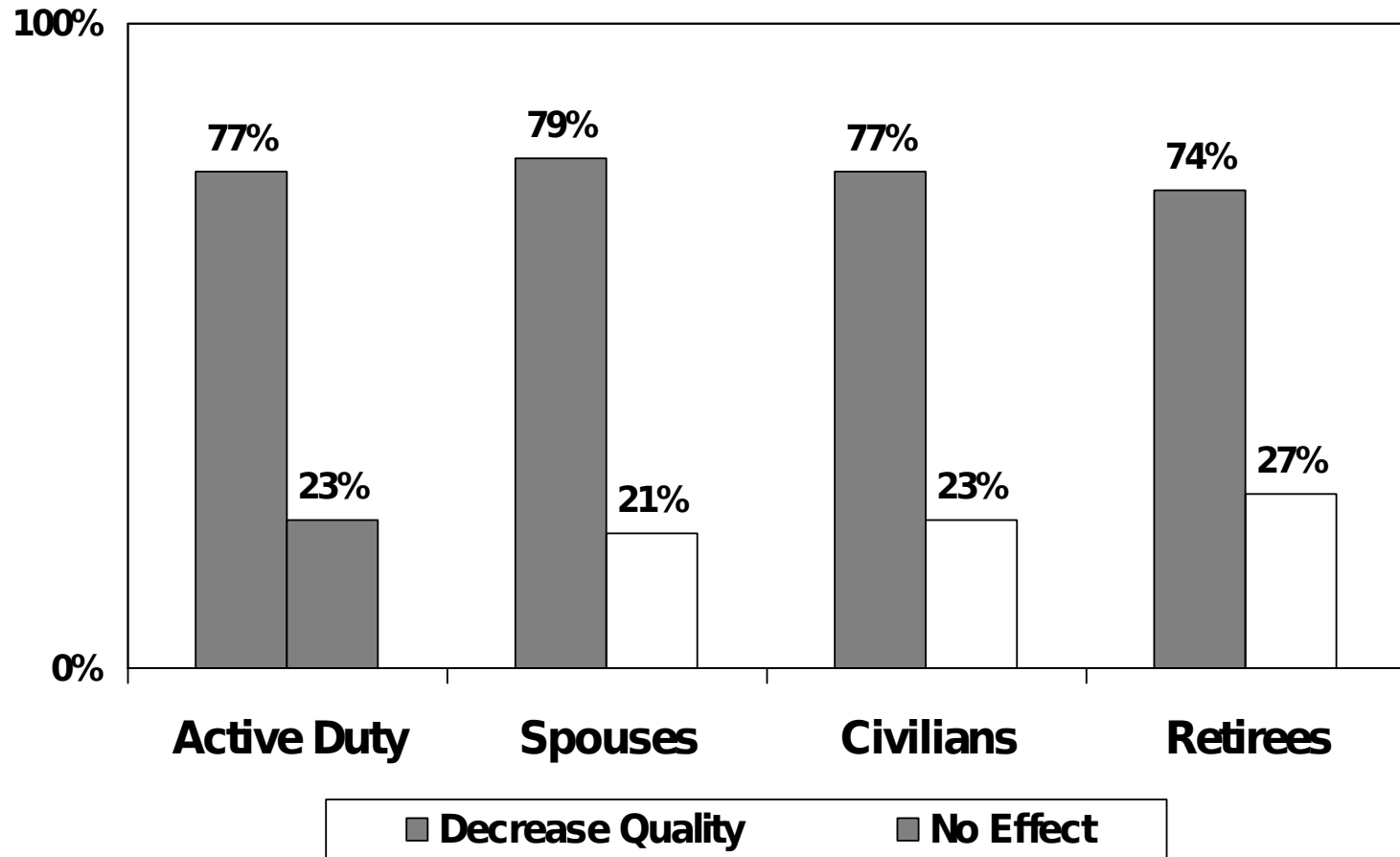
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Stewart



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Stewart



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort Stewart

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Army Lodging	70%
Fitness Center/Gymnasium	70%
Library	66%
Child Development Center	64%
Youth Center	60%
School Age Services	50%
Swimming Pool	45%

RV Park	70%
Golf Course Pro Shop	65%
Golf Course Food & Beverage	59%
Bowling Pro Shop	51%
Car Wash	49%
Golf Course	44%
Tennis Courts/Multi-Purpose Sports Cts.	43%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Fort Stewart

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	16%	13%	25%	13%	15%
E-mail	20%	34%	50%	13%	29%
Friends and neighbors	24%	36%	30%	37%	35%
Family Readiness Groups (FRGs)	17%	46%	8%	5%	29%
Bulletin boards on post	28%	22%	26%	29%	25%
Post newspaper	28%	32%	51%	47%	38%
MWR publications	22%	18%	40%	30%	25%
Radio	6%	4%	9%	12%	7%
Television	11%	6%	20%	25%	13%
My child(ren) let(s) me know	1%	4%	5%	2%	4%
Other unit members or co-workers	20%	12%	22%	9%	13%
Unit or post commander or supervisor	15%	3%	6%	3%	4%
Marquees/billboards	13%	11%	30%	22%	17%
Flyers	21%	18%	53%	36%	28%
Other	9%	16%	8%	14%	14%
I never hear anything	23%	10%	3%	13%	10%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Fort Stewart

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	79%	80%
Better Opportunities for Single Soldiers	41%	N/A
Army Community Service	48%	47%
MWR Programs and Services	66%	71%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Stewart

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	53%	79%	21%
Outreach programs	46%	66%	34%
Family Readiness Groups	69%	82%	18%
Relocation Readiness Program	56%	77%	23%
Family Advocacy Program	58%	78%	22%
Crisis intervention	52%	71%	29%
Money management classes, budgeting assistance	60%	76%	24%
Financial counseling, including tax assistance	63%	78%	22%
Consumer information	44%	74%	26%
Employment Readiness Program	48%	71%	29%
Foster child care	37%	62%	38%
Exceptional Family Member Program	57%	75%	25%
Army Family Team Building	48%	71%	29%
Army Family Action Plan	45%	67%	33%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Stewart

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	48%	84%	16%
Outreach programs	41%	77%	23%
Family Readiness Groups	83%	83%	17%
Relocation Readiness Program	69%	85%	15%
Family Advocacy Program	61%	74%	26%
Crisis intervention	46%	67%	33%
Money management classes, budgeting assistance	64%	69%	31%
Financial counseling, including tax assistance	66%	77%	23%
Consumer information	29%	74%	26%
Employment Readiness Program	54%	70%	30%
Foster child care	21%	62%	38%
Exceptional Family Member Program	60%	69%	31%
Army Family Team Building	46%	64%	36%
Army Family Action Plan	34%	73%	27%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	47%	48%
Personal job performance/readiness	49%	41%
Unit cohesion and teamwork	47%	57%
Unit readiness	55%	51%
Relationship with my spouse	42%	34%
Relationship with my children	44%	33%
My family's adjustment to Army life	50%	54%
Family preparedness for deployments	59%	64%
Ability to manage my finances	43%	29%
Feeling that I am part of the military community	49%	49%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	81%	75%
Helps minimize lost duty/work time due to lack of child care/youth services	84%	76%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	59%	52%
Allows me to work outside my home	69%	79%
Allows me to work at home	68%	69%
Offers me an employment opportunity within the CYS program	57%	59%
Allows me/my spouse to better concentrate on my/our job(s)	70%	65%
Provides positive growth and development opportunities for my children	71%	90%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

Fort Stewart

POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	44%
Personal job performance/readiness	46%
Unit cohesion and teamwork	46%
Unit readiness	42%
Ability to manage my finances	39%
Feeling that I am part of the military community	44%
Relationship with my children (single parents)	38%
My family's adjustment to Army life (single parents)	41%
Family preparedness for deployments (single parents)	40%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Fort Stewart

Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, DVDs	64%
Entertaining guests at home	57%
Internet access/applications (home)	55%
Going to movie theaters	49%
Walking	42%
Special family events	40%
Going to beaches/lakes	38%
Reading	37%
Bowling	33%
Gardening	32%

Top 5 for Spouses of Active Duty

Internet access/applications (home)	67%
Watching TV, videotapes, and DVDs	67%
Entertaining guests at home	66%
Going to movie theaters	56%
Walking	49%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	56%
Entertaining guests at home	51%
Going to movie theaters	43%
Internet access/applications (home)	42%
Reading	36%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	48%
Going to movie theaters	38%
Internet access/applications (home)	37%
Internet access (library)	34%
Entertaining guests at home	34%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	64%
Entertaining guests at home	42%
Internet access/applications (home)	37%
Going to movie theaters	37%
Walking	36%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	11%
Soccer	7%
Softball	4%
Volleyball	3%
Touch/flag football	3%

Outdoor Recreation

Going to beaches/lakes	38%
Picnicking	22%
Fishing	21%
Camping/hiking/backpacking	14%
Bicycle riding/mountain biking	13%

Social

Entertaining guests at home	57%
Special family events	40%
Dancing	23%
Night clubs/lounges	20%
Happy hour/social hour	20%

Sports and Fitness

Walking	42%
Bowling	33%
Cardiovascular equipment	29%
Weight/strength training	21%
Group exercise classes	19%

Entertainment

Watching TV, videotapes, and DVDs	64%
Going to movie theaters	49%
Festivals/events	30%
Attending sports events	24%
Plays/shows/concerts	17%

Special Interests

Internet access/applications (home)	55%
Gardening	32%
Digital photography	27%
Automotive detailing/washing	27%
Computer games	24%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Fort Stewart

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	37%	N/A	37%
Bowling	31%	2%	33%
Internet access (library)	28%	N/A	28%
Reference/research services	26%	N/A	26%
Study/self-development	20%	N/A	20%
Multi-media (videos, DVDs, CDs)	20%	N/A	20%
Cardiovascular equipment	19%	10%	29%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

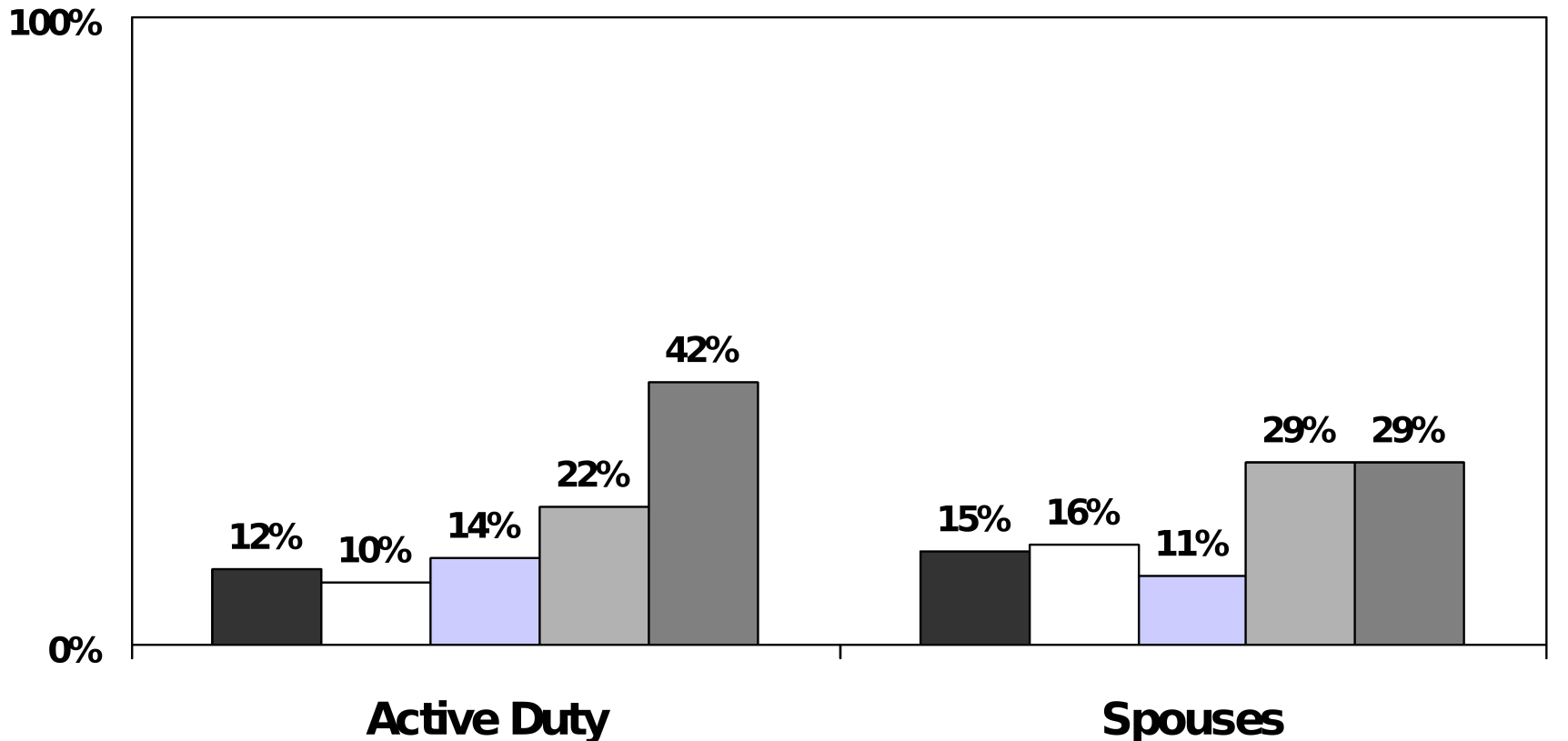
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	3%	3%	49%	55%
Gardening	2%	1%	29%	32%
Digital photography	1%	3%	23%	27%
Automotive detailing/washing	5%	6%	16%	27%
Computer games	1%	1%	22%	24%
Automotive maintenance & repair	6%	8%	9%	24%
Rubber stamping/memory books/scrapbooking	1%	1%	14%	15%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

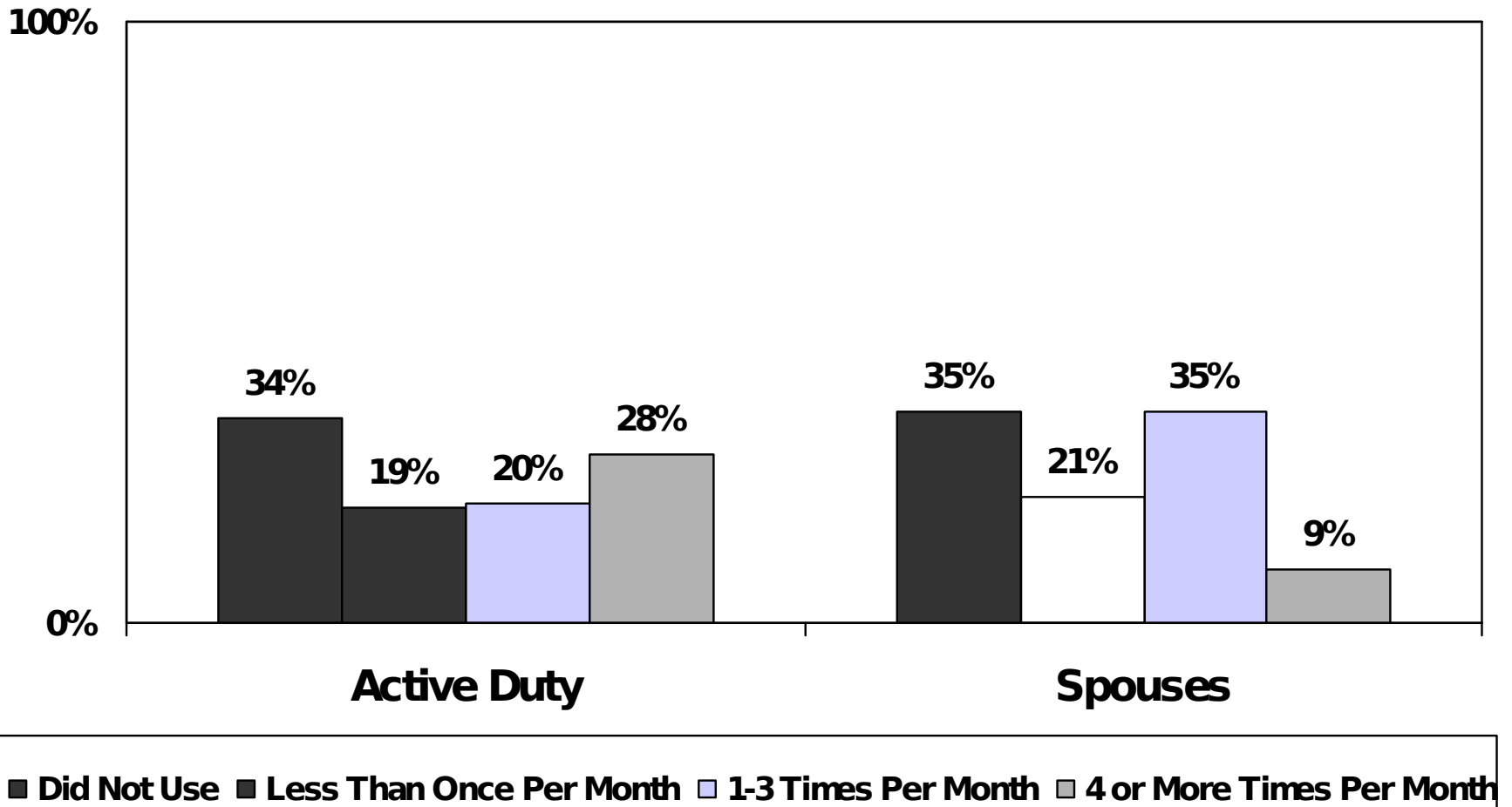
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■ Not Important □ Slightly Important ■ Moderately Important ■ Important ■ Very Important

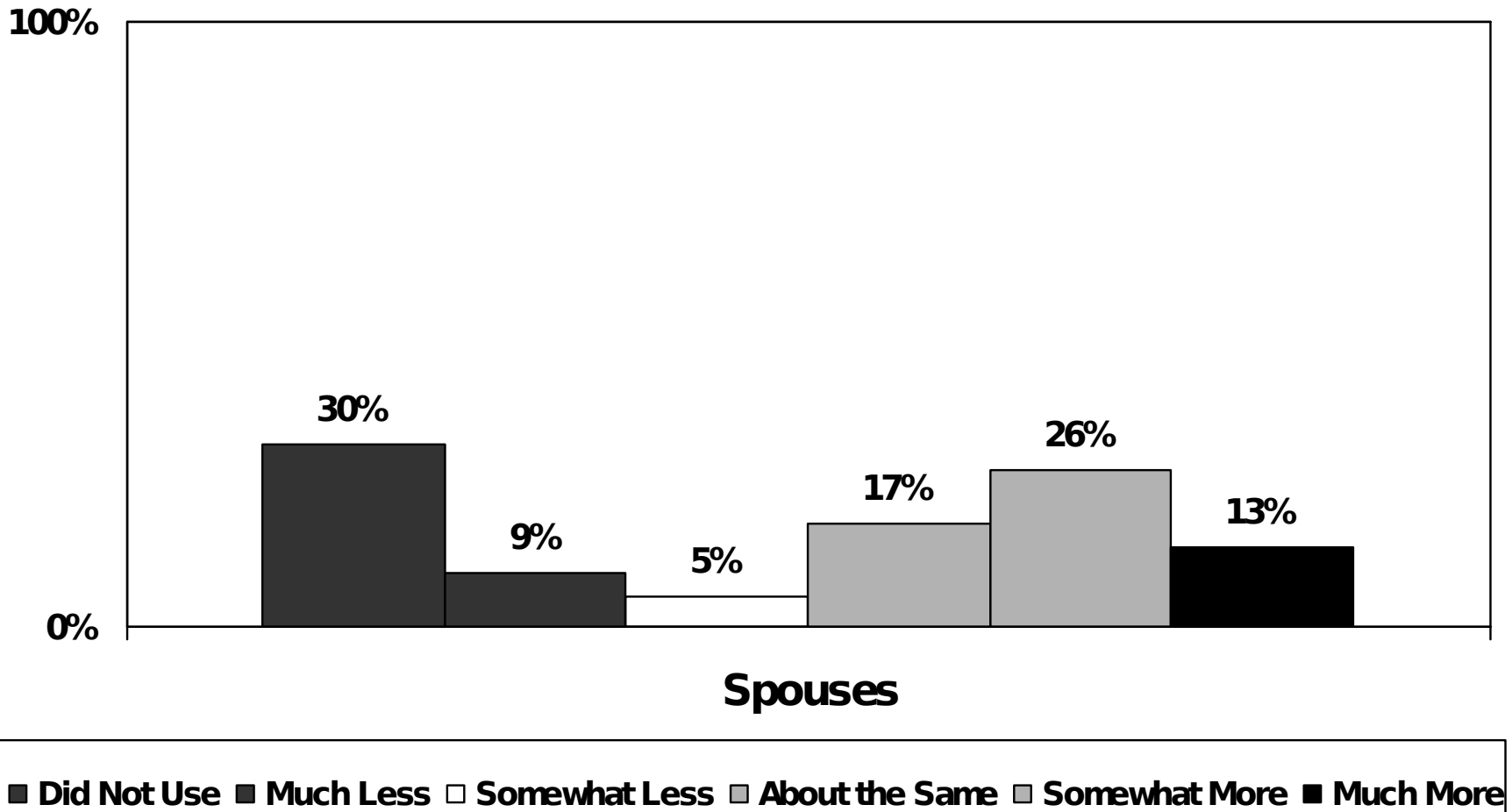
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

Fort Stewart



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Fort Stewart



CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	35%
Probably will not make military a career	11%
Undecided	19%
Probably will make military a career	8%
Definitely will make military a career	28%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	14%
Not Sure	29%
Yes	57%

NEXT STEPS

Fort Stewart

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)